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POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby appoint:

 Practitioners associated with the Customer Number:

OR

 Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number
William J. Kolegraff	41,125

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Assignee Name and Address:

Advantage Partners LLC
5703 Oberlin Drive
Suite 108
San Diego, CA 92121

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Name	Dean Greenberg		
Signature		Date 3-17-04	03-17-2004
Title	Managing Partner	Telephone	(858) 202 - 1776

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Alan L. Backus and Ronald M. PopeilApplication No./Patent No.: 10/039,395 Filed/Issue Date: 11/07/2001Entitled: SIMPLIFIED DEVICE TO QUICKLY COOK FOOD

Advantage Partners LLC, a Corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. the assignee of the entire right, title, and interest; or2. an assignee of less than the entire right, title and interest.The extent (by percentage) of its ownership interest is _____ %
in the patent application/patent identified above by virtue of either:A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 010710, Frame 0528, or for which a copy thereof is attached.**OR**B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:1. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.2. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.3. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached. Additional documents in the chain of title are listed on a supplemental sheet. Copies of assignments or other documents in the chain of title are attached.[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

March 17, 2004

Date

(619) 401 - 8008

Telephone number

William J. Kolegraff

Typed or printed name

Signature

Attorney for Applicant, Reg. No. 41,125

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

JULY 21, 2000

PTAS

O'MELVENY & MYERS LLP
BRIAN M. BERLINER
400 SOUTH HOPE STREET
LOS ANGELES, CA 90071-2899



101389503A

**CORRECTED
NOTICE**

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 03/30/2000

REEL/FRAME: 010710/0528
NUMBER OF PAGES: 9

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

BACKUS, ALAN L.

DOC DATE: 12/30/1999

ASSIGNOR:

POPEIL, RONALD M.

DOC DATE: 12/30/1999

ASSIGNEE:

ADVANTAGE PARTNERS LLC
4435 ENCINAS
LA CANADA, CALIFORNIA 91011

29339

SERIAL NUMBER: 08660672
PATENT NUMBER: RE36147

FILING DATE: 06/06/1996
ISSUE DATE: 03/16/1999

30364

SERIAL NUMBER: 08889021
PATENT NUMBER:

FILING DATE: 07/07/1997
ISSUE DATE:

31179

SERIAL NUMBER: 08889562
PATENT NUMBER:

FILING DATE: 07/08/1997
ISSUE DATE:

RECEIVED
AUG 01 2000
BY:

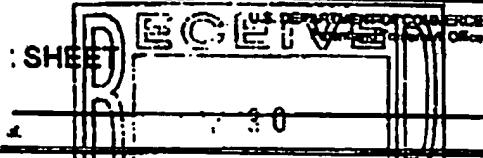
008362-2

31183	SERIAL NUMBER: 08819494 PATENT NUMBER:	FILING DATE: 03/17/1997 ISSUE DATE:
31198	SERIAL NUMBER: 08810974 PATENT NUMBER:	FILING DATE: 02/27/1997 ISSUE DATE:
33797	SERIAL NUMBER: 09217944 PATENT NUMBER:	FILING DATE: 12/21/1998 ISSUE DATE:
31177	SERIAL NUMBER: 08369629 PATENT NUMBER: 5731012	FILING DATE: 01/06/1995 ISSUE DATE: 03/24/1998
31185	SERIAL NUMBER: 08639146 PATENT NUMBER: 5720991	FILING DATE: 04/29/1996 ISSUE DATE: 02/24/1998
31187	SERIAL NUMBER: 08205498 PATENT NUMBER: 5421713	FILING DATE: 03/04/1994 ISSUE DATE: 06/06/1995
31188	SERIAL NUMBER: 08059338 PATENT NUMBER: 5324185	FILING DATE: 05/11/1993 ISSUE DATE: 06/28/1994
31189	SERIAL NUMBER: 08311787 PATENT NUMBER: 5515990	FILING DATE: 09/26/1994 ISSUE DATE: 05/14/1996
31191	SERIAL NUMBER: 07506603 PATENT NUMBER: 5133788	FILING DATE: 04/10/1990 ISSUE DATE: 07/28/1992
31194	SERIAL NUMBER: 07567376 PATENT NUMBER: 5221962	FILING DATE: 08/14/1990 ISSUE DATE: 06/22/1993
31195	SERIAL NUMBER: 07440600 PATENT NUMBER: 5197736	FILING DATE: 11/22/1989 ISSUE DATE: 03/30/1993
not on our list	SERIAL NUMBER: 07333423 PATENT NUMBER: 5017143	FILING DATE: 04/04/1989 ISSUE DATE: 05/21/1991
"	SERIAL NUMBER: PATENT NUMBER: 4046106	FILING DATE: ISSUE DATE:
31192	SERIAL NUMBER: 07660967 PATENT NUMBER: 5195145	FILING DATE: 02/26/1991 ISSUE DATE: 03/16/1993

DIANE RUSSELE, PARALEGAL
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

U.S. PATENT AND TRADEMARK OFFICE

07-21-2000

Form PTO-1505
1-31-02MHD
3.30.00

To the Honorable Commissioner of Patents and Tm.

Name of conveying party(ies):

Alan L. BACKUS
Ronald M. POPEILAdditional name(s) of conveying party(ies) attached? yes no

2. Name and address of receiving party(ies):

(2a.)

Name: AdVantage Partners LLC
Address: 4435 Encinas, La Canada, CA 91011

3. Name of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

(2b.)

Name:

Address:

Execution Date: Dec. 30, 1999

Additional name(s) & address(es) attached? yes no

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s) per attached SCHEDULE I

B. Patent No.(s) per attached SCHEDULE I

Additional numbers attached yes no

5. Name and address of party to whom correspondence concerning this document should be mailed:

Name: Brian M. Berliner
Internal Address: O'MELVENY & MYERS LLPStreet Address: 400 South Hope Street
City: Los Angeles State: CA ZIP: 90071-2899

6. Total number of applications and patents involved: one

7. Total fee (37 CFR 3.41): \$ 720.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 50-0639

04/21/2000 JSMRBAZZ 00000154 08660672
01 FC:581 720.00 DR

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

BRIAN M. BERLINER
Name of Person Signing

Signature

March 30, 2000
Date

Total number of pages comprising cover sheet, attachments and document: 11

Mail documents to be recorded with required cover sheet information to:
 Assistant Commissioner for Patents
 Box Assignments
 Washington, D.C. 20231

PATENT ASSIGNMENT AGREEMENT

WHEREAS, Alan L. Backus, an individual residing at 1660 Bel Air Road, Los Angeles, California 90077, and Ronald M. Popeil, an individual residing at 1292 Monte Cielo Drive, Beverly Hills, California 90210 (collectively the "Assignors"), are the joint owners by assignment of the inventions or discoveries and of all patent rights therein both U.S. and foreign defined and claimed in the patents and patent applications listed on Schedule I attached hereto;

WHEREAS, AdVantage Partners LLC, a California limited liability corporation ("AdVantage"), located at 4435 Encinas, La Canada, CA 91011, wishes to acquire all of the right and title to and interest in the said inventions or discoveries and the ownership of all patent rights in said inventions or discoveries from the Assignors;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and pursuant to the terms and conditions of that certain Asset Purchase Agreement dated as of December 31, 1999 between Assignors and AdVantage, Assignors do hereby assign unto AdVantage its entire right, title and interest in and to the patents and patent applications listed on Schedule I, including the right to sue for past infringement of said patents, said patents and patent applications to be held and enjoyed by AdVantage as entirely as the same would have been held and enjoyed by Assignors had this assignment not been made, and Assignors do hereby further agree and promise to execute all instruments and to render such assistance as AdVantage may reasonably request in order to make and prosecute any and all applications on said patents and patent applications, to enforce any and all patents thereon and to confirm in AdVantage legal title to said patents and patent applications, all without charge to AdVantage but at no expense to Assignors.

This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of such together shall constitute one and the same instrument.

ALAN L. BACKUS

Date: 12-30-99



RONALD M. POPEIL

Date: _____

STATE OF NEVADA)
COUNTY OF Clark)

On 12, 30, 1999 before me, _____, a Notary Public in and for said State, personally appeared Ronald M. Popel, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature

Alfonso Vela (Seal)

STATE OF NEVADA)
COUNTY OF CLARK)

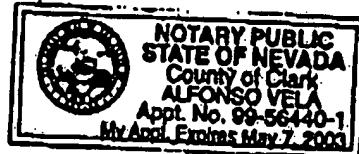
On 12 - 30, 1999 before me, _____, a Notary Public in and for said State, personally appeared Alan L. Backus, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature

Alfonso Vela (Seal)

LA2498462.1



PATENT ASSIGNMENT AGREEMENT

WHEREAS, Alan L. Backus, an individual residing at 1660 Bel Air Road, Los Angeles, California 90077, and Ronald M. Popeil, an individual residing at 1292 Monte Cielo Drive, Beverly Hills, California 90210 (collectively the "Assignors"), are the joint owners by assignment of the inventions or discoveries and of all patent rights therein both U.S. and foreign defined and claimed in the patents and patent applications listed on Schedule I attached hereto;

WHEREAS, AdVantage Partners LLC, a California limited liability corporation ("AdVantage"), located at 4435 Encinas, La Canada, CA 91011, wishes to acquire all of the right and title to and interest in the said inventions or discoveries and the ownership of all patent rights in said inventions or discoveries from the Assignors;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and pursuant to the terms and conditions of that certain Asset Purchase Agreement dated as of December 31, 1999 between Assignors and AdVantage, Assignors do hereby assign unto AdVantage its entire right, title and interest in and to the patents and patent applications listed on Schedule I, including the right to sue for past infringement of said patents, said patents and patent applications to be held and enjoyed by AdVantage as entirely as the same would have been held and enjoyed by Assignors had this assignment not been made, and Assignors do hereby further agree and promise to execute all instruments and to render such assistance as AdVantage may reasonably request in order to make and prosecute any and all applications on said patents and patent applications, to enforce any and all patents thereon and to confirm in AdVantage legal title to said patents and patent applications, all without charge to AdVantage but at no expense to Assignors.

This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of such together shall constitute one and the same instrument.

ALAN L. BACKUS

Date: _____

Date: 12/31/99

RONALD M. POPEIL



STATE OF Hawaii)
COUNTY OF Maui)

On 12/30, 1999, before me, Tracy, a Notary Public in and for said State, personally appeared Ronald M. Popeil, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature Tracy M. Popeil (Seal)
Commission Expires: Sep. 9, 2001

STATE OF _____)
COUNTY OF _____)

On _____, 19____, before me, _____, a Notary Public in and for said State, personally appeared Alan L. Backus, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature _____ (Seal)

LA2:498462.1

100-14

SCHEDULE I

PATENTS AND PATENT APPLICATIONS

	TITLE	COUNTRY	SERIAL NO./ PATENT NO.
9339	Pasta, Pastry, Cookie and Hors D'oeuvre Maker	United States	08/660,572
1064	Simplified Device to Quickly Cook Food	United States	08/889,021
1177	Pasta, Pastry, Cookie and Hors D'oeuvre Maker	United States	5,731,012
1179	Pasta, Pastry, Cookie and Hors D'oeuvre Maker	United States	08/889,562
1183	Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	United States	08/819,494
1185	Multi-Shaped Ravioli Maker	United States	5,720,991
4187 EPO	Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	European Patent Office	94-107,231
837 482	Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	South Korea	94-13,882
127	Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	United States	5,421,713
1178	Measuring Cup for Pasta, Pastry, Cookie, and Hors D'oeuvre Maker	United States	5,324,185
1189	Pot with Tilt Insert	United States	5,515,990
1191	Air Filtering Device	United States	5,133,788
1192	Apparatus to Record Epidermal Topography	United States	5,195,145
124	Subliminal Device Having Manual Adjustment of Perception Level of Subliminal Messages	United States	5,221,962
95	Rotary Lottery Number Generating Means Having Peripherals Fields Proportionately Sized	United States	5,197,736
1178	Baldness Cosmetic And Method of Application	United States	08/810,974

31199 Can.

at UN 2221
not printed out

at UN 7551

33797

31192 (duplicate)

Apparatus for Generating Super Imposed Television Images	Canada	2,002,933
Method to produce Subliminal Images	United States	5,017,143
Food Cutting Apparatus	United States	4,046,106
Enclosed Rotisserie with Added Convenience	United States	09/217,944
Apparatus to Record Epidermal Topography	United States	5,195,145